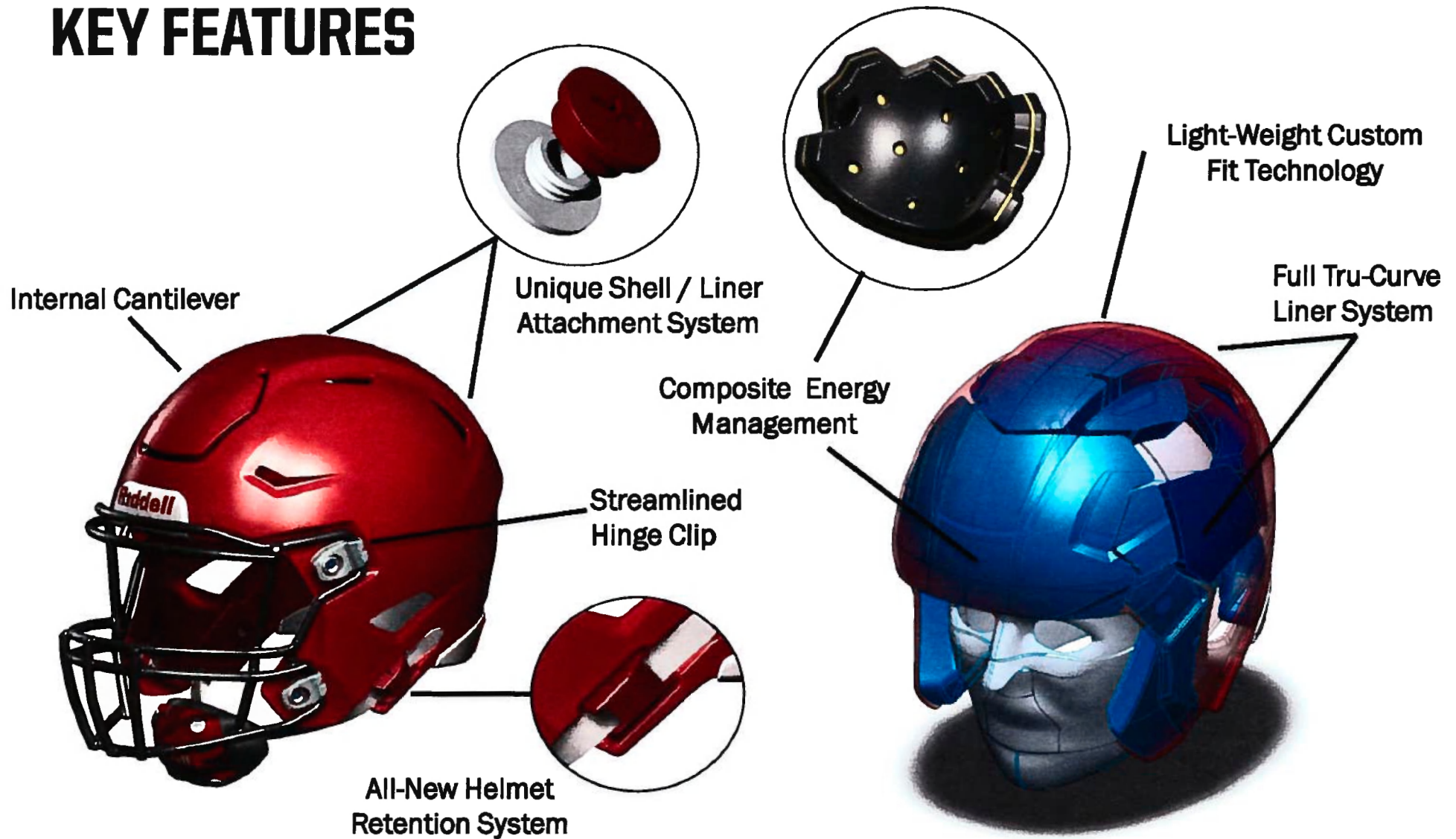


Riddell

KEY FEATURES



BODY PROTECTION

Riddell

RIDDELL CUSTOM POWER SHOULDER PADS

- Industry Innovation Leader
 - More Custom Power shoulder pads are found in NFL lockers than any other brand
 - Highly customizable products
 - Custom Pro Shop to fit every player's need
 - Lightweight, agile, increased mobility and advanced protection
- RipKord Technology
 - Integrated Shoulder Pad Release System
 - Commitment to player protection
 - Developed with and Demanded by Sports Medicine Community

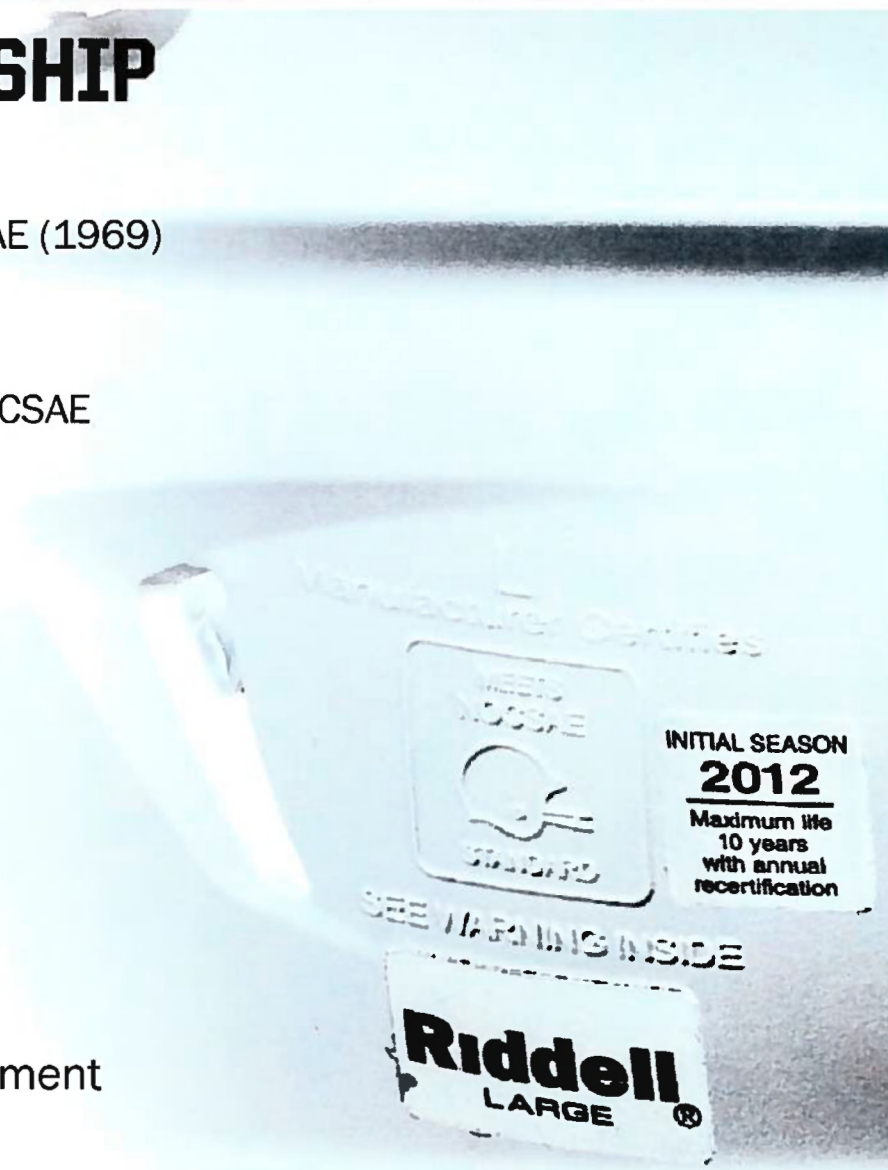


INDUSTRY AND EDUCATION

Riddell

RIDDELL'S INDUSTRY LEADERSHIP

- Helmet Standards
 - Riddell instrumental in establishment of NOCSAE (1969)
 - First to meet standard (PAC-3 helmet, 1973)
- Communication
 - Led efforts to standardize warnings through NOCSAE
 - First with warnings on helmets (1982)
- Reconditioning + Recertification
 - Founding member of NAERA (1975)
 - Leader in establishing recertification standards
- Helmet Lifecycle + Technology Adoption
 - 10-year life policy
 - Riddell policy (1989)
 - Driving industry policy (2011)
 - Helmet date marketing
 - Clearly communicating helmet age
 - Concussion Awareness Hangtags
- Leading supporter for the NFL's helmet replacement and reconditioning initiative



Riddell

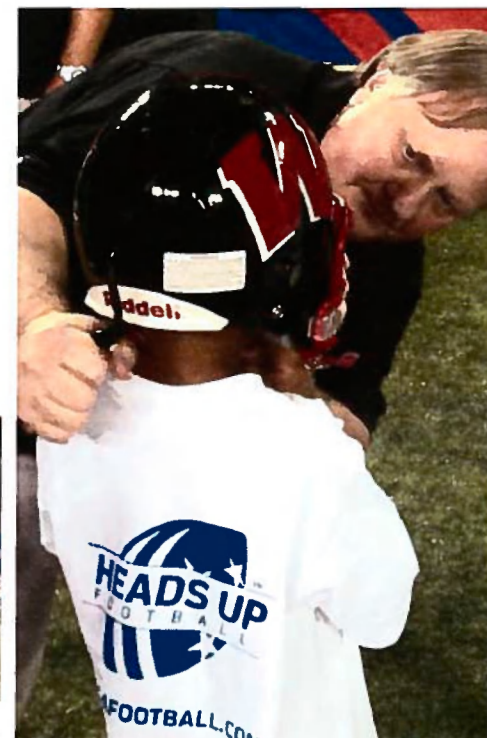
GRASSROOTS EDUCATION = PARTICIPATION



Riddell

RIDDELL'S GRASSROOTS REACH

- Resources
 - Direct Sales Force, Direct to Consumer capabilities (web/phone), Retail Relationship
- Provides multiple opportunities / touch points to drive key initiatives such as: Heads Up Football
- Depth + Coverage
 - Riddell Sales Force ~ 250 that touches
 - Players, Coaches, Equipment Managers, Parents
 - State Coaching Clinics / Forums / Glazier Clinics
- Direct to Consumer (Web/Phone/Customer Service)
 - Players, Parents, Others
- Retail
 - Players, Parents
 - Broader Public





ACC

PROUD TO RING IN A NEW ERA OF THE ACC



EQUIPMENT MANAGERS ASSOCIATION

MAY 20, 2014

PROTECT AND PERFORM